



WFLX

ORDER

Print Date 09/10/12

Page 1 of 2

Flight Dates 10/08/12-10/14/12

Contract / Revision

818796 /

Frankel, Lois/D/US House 22

Original Date / Revision

09/10/12 09/10/12

Advertiser Frankel, Lois/D/US House 22

Agency Media Strategies & Research

Buying Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Product

Agency Com 15%

Billing Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Office WFLX

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11887

Alt Order #

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL810

Priority P 3

Advertiser Ref

Primary Account Executive

Local Non Paid

Account Executive Order% Start Date End Date

Local Non Paid 100%

Order Share % Market Value

Competing Station % of Order Amount

DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	33	\$7,641.50	\$8,990.00	0.00	10/01/12	10/14/12	33	\$7,641.50	\$8,990.00
Totals	33	\$7,641.50	\$8,990.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/08/12	10/14/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	11111--	:30	5	\$75.00	P 3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5			\$75.00		0.00				
E 2	WFLX	10/08/12	10/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	11111--	:30	5	\$75.00	P 3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	11111--		5			\$75.00		0.00				
E 3	WFLX	10/08/12	10/14/12	MAURY 9A MAURY POVICH	Comm	9-10A	-1-----	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WFLX

Print Date: 09/10/12

Page 2 of 2

Contract / Revision

818796

Flight Dates 10/08/12-10/14/12

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser Frankel, Lois/D/US House 2 Product Frankel, Lois/D/US House 2 Estimate # 11887

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/08/12	10/14/12	MAURY 9A MAURY POVICH	Comm	9-10A	-1-----	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-----					1	\$75.00		0.00			
E 4	WFLX	10/08/12	10/14/12	MAURY 10A MAURY POVICH	Comm	10-11A	----1--	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----1--					1	\$75.00		0.00			
E 5	WFLX	10/08/12	10/14/12	EXTRA EXTRA	Comm	430-5P	11111--	:30	5	\$65.00	P 3	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--					5	\$65.00		0.00			
E 6	WFLX	10/08/12	10/14/12	RAYMOND RAYMOND	Comm	6-630P	11111--	:30	5	\$65.00	P 3	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--					5	\$65.00		0.00			
E 7	WFLX	10/08/12	10/14/12	Mon Hour 1 BONES	Comm	8-9P	M-----	:30	1	\$1,200.00	P 2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----					1	\$1,200.00		0.00			
E 8	WFLX	10/08/12	10/14/12	TUES 830-9P BEN & KATE	Comm	830-9P	-T-----	:30	1	\$795.00	P 3	0.00	NM	1	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----					1	\$795.00		0.00			
E 9	WFLX	10/08/12	10/14/12	Wed Hour 1 X-FACTOR	Comm	8-10P	--W----	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----					1	\$1,200.00		0.00			
E 10	WFLX	10/08/12	10/14/12	Thu Hour 1 XFACTOR	Comm	8-9P	---T---	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---					1	\$1,200.00		0.00			
E 12	WFLX	10/08/12	10/14/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1111111	:30	7	\$435.00	P 3	0.00	NM	7	\$3,045.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1111111					7	\$435.00		0.00			
Totals														33	\$8,990.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**
To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WFLX-TV West Palm Beach-Boca Raton	Date: 9/10/2012
--	----------------------------------

I, Media Strategies and Research,

being/on behalf of: Lois Frankel, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the Primary

election to be held on: Tuesday, August 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		
	WFLX#	818796			

Total Charges: \$8,990.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Lois Frankel for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Judith Zamore

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, September 10, 2012

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature
Printed Name
Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF
OF A CANDIDATE FOR PUBLIC OFFICE
OR AN ISSUE OF PUBLIC IMPORTANCE

CANDIDATE / ISSUE: Lois Frankel PARTY: D

OFFICE / DESCRIPTION: US House 22 ELECTION DATE: 8/14

INQUIRY MADE BY: Suzanne Collins
Candidate Manager Agency Committee (underline one)

ADDRESS: Media Strategies & Research
1580 Lincoln St #510
Denver CO 80203

PHONE: 303 989 4700 FAX: 303 764 9946

EMAIL: Suzanne@mediastrategies.com

Information Requested: primary rates & disclosure

Final Disposition: emailed info 7/10
emailed gen election info 8/24

If Committee, list officers and position: _____

DATE: 7/10 TIME: 12P BY: JH